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### TNO report

**KvL/GB 2010.038**

Evaluation report of the first year of the PASEO  
project

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Project number	031.14250
Number of pages	29 (incl. appendices)
Number of appendices	3

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## Summary

This report describes the evaluation of the first year of the PASEO project. Specifically, the work packages (WP's), the first year of the project and the impact of the project were evaluated. For evaluation of the two project meetings two questionnaires were distributed among all associated partners. Work packages and the first year of the project were evaluated by questionnaires which were sent to work package leaders and associated partners. Finally, the impact of the project was measured by using data on the use of the PASEO website.

In general WP1 and WP2 had been carried out successfully and the specific objectives were achieved. There were many time constraints in carrying out the work (e.g. hiring a research assistant, conduct qualitative interviews, organizing a national workshop). Also, partners reported a delay in receiving templates and difficulties in interviewing national organizations. Many partners experienced time constraints causing delays in starting or ending this work package. The WP leader was therefore unable to finish the integrated report on time. However, the WP objectives were achieved. WP2 needed more time than planned according to the partners due to conducting bilateral talks needed more time. Nevertheless, most partners were satisfied with the results. It is suggested to keep stricter to the timeline by WP leaders and partners. Delayed start of the work can be prevented by better preparation and planning.

The project meetings in Luxembourg and Erlangen were judged to contribute the most in carrying out the work of both WP1 and WP2. Participants were generally satisfied with the organization and contents of both. After the first meeting (Luxembourg) participants knew what was to be expected from them in the next work packages. At the second project meeting, most of the partners did not foresee any problems in carrying out WP3 and WP4. However, three participants were concerned about carrying out WP4 in time due to a lack of time.

No problems are encountered according to the WP8 leader concerning the coordination of the project. Both WP8 and WP9 leaders are (so far) able to achieve their specific objectives. However, the WP9 leader should improve its work. Recommendations are made concerning improving the dissemination of results and the PASEO website.

In terms of the impact of the PASEO project, it can be said that every month new visitors of the website were identified. The number of visitors, sites and hits is quite stable since November 2009. Next to Norway (who has been the webmaster), Austria shows the most sites and hits on the website. The website is well visited by other countries than the PASEO partners and most visitors work in the private sector. The flyers of the participating countries were downloaded most. The website is judged as average by project partners. It is suggested to improve the website readability and layout/design as well as the internet platform.

The final evaluation report will contain more results on the project evaluation (e.g. evaluation of integrated reports and website).

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# 1 Introduction

## 1.1 Introduction to the PASEO project

The PASEO project stands for building policy capacities for health promotion through Physical Activity among SEdentary Older people. The project started in January 2009 and is funded by the European Commission. At the start, the PASEO project group included 15 participating European nations. Nations are represented by a scientific institution (associated partner) and (in most nations) a (non-) governmental institution (collaborating partner).

The general objective of the project is to strengthen capacities for the promotion of health through physical activity among sedentary older people. Capacity strengthening is primarily focused on building intersectoral structures (i.e. structures linking organizations across sectoral boundaries) and intra organizational means for the promotion of physical activity among sedentary older people. Mechanisms to strengthen capacities are intended to be sustained after the project has ended. In order to reach the general objective of the PASEO project, four content related work packages (1-4) and 3 organizational work packages (8-10) have been specified:

### 1.1.1 *Content related work packages*

#### Work Package 1 (WP1)

*'Assessing existing capacities for physical activity among sedentary older people'*

WP leader: Catholic university Leuven (KU Leuven), Belgium

Duration: January - June 2009

The objective is to obtain an overview of existing capacities for the promotion of physical activity among sedentary older people in the participating nations. All partners (1) conducted qualitative interviews; (2) hosted focus group meetings with older persons to better identify their needs and points of view, and (3) organized a national feedback workshop.

#### Work Package 2 (WP2)

*'Building national alliances to strengthen capacities for physical activity among sedentary older people'*

WP leader: Porto University, FADEUP, Portugal

Duration: July - December 2009

The objective of WP2 is to set up national or (where appropriate) regional alliances to strengthen capacities for health promotion through physical activity among sedentary older people, or to extend the scope of suitable existing alliances by this issue. An alliance is defined as 'a partnership between two or more parties that pursue a set of agreed upon goals in health promotion' (WHO Health promotion glossary).

#### Work Package 3 (WP3)

*'Developing capacities for physical activity among sedentary older people through national alliances'*

WP leader: University of Erlangen-Nürnberg (UERL), Germany

Duration: December 2009 - September 2011.

The objective of WP3 is to conduct a cooperative planning within the national alliances to strengthen capacities for physical activity promotion among sedentary older people.

The associated and collaborating partners will jointly prepare and moderate a series of 5-6 alliances meetings. In case where an existing national alliance is extended, the process and the meeting agenda will be discussed and agreed upon together with the alliance coordinator.

#### Work Package 4 (WP4)

*'Monitoring the strengthening of capacities for physical activity among sedentary older people'*

WP leader: Netherlands organization for applied research (TNO), The Netherlands

Duration: January 2010 - June 2011

The objective is to monitor the capacity building process initiated by the national alliances. Assisted by the associated and collaborating partners, the national alliances will continue to meet on a regular basis (3-4 times per year) in order to support the implementation process.

### 1.1.2 *Organizational work packages*

#### Work Package 8 (WP8)

*'Coordination of the project'*

WP leader: UERL, Germany

Duration: January 2009 - June 2011

The objectives of this work package are to ensure that the PASEO project meets its goals in time, the project attains a high quality of work in addressing its specific objectives and deliverables, and that the project can make the envisioned contribution to building capacities for the promotion of physical activity among sedentary older people in Europe. The WP8 leader also organized two project meetings (Luxembourg, January 2009; Erlangen, December 2009).

#### Work Package 9 (WP9)

*'Dissemination of the project'*

WP leader: Oslo university college (HiO), Norway

Duration: January 2009 - June 2011

The objective of this work package is to disseminate project results among policy makers at different levels and relevant sectors, providers and professionals in the field of ageing, physical activity and health, and scientists.

#### Work Package 10 (WP10)

*'Evaluation of the project'*

WP leader: TNO, The Netherlands

Duration: January 2009 - June 2011

The objective of this work package is to evaluate the work of the PASEO project, the quality of its deliverables, and its effectiveness in reaching its objective. The work package leader will prepare two reports: an interim report and a final evaluation report (May 2010 and August 2011 respectively) that will be available to the project partners and EAHC only.

Overall, the evaluation is assessed on three main indicators:

- A. Processes including the quality and effectiveness of project management by the project coordinator, work routines and project meetings
- B. Output including the quality and effectiveness of project deliverables:
  - D1 Report on existing capacities (WP1)
  - D2 Collection of minutes of constituent meetings of national alliances (WP2)
  - D3 Report on catalogues of actions of the national alliances (WP3)
  - D4 Final report on the development of capacities (WP4)
  - D5 Interim and final progress reports by the project coordinator (WP8)
  - D6 Internet platform (WP9)
  - D7 Policy-maker workshop (WP9)
  - D8 Summative policy-makers report (WP9)
- C. Outcome including impact and the project's overall contribution to building capacities

Appendix A contains the complete PASEO Evaluation Plan. Based on the original time schedule of the PASEO project a planning for all evaluation activities is developed (Appendix B).

This report describes the interim evaluation of the work done up till now in the PASEO project, and focuses on:

1. The evaluation of WP1, WP2, WP8, WP9 and the first year of the project
2. The impact of the PASEO project

## 2 Methods

In this chapter the methods for the interim evaluation are described.

### 2.1 Evaluation of WP1, WP2, WP8 and WP9

For evaluating WP1, WP2, WP8 and WP9 six questionnaires were developed in order to address the issues of relevance for WP project leaders and/or partners. The questionnaires for the WP leaders contained an evaluation on meeting objectives, delivered work, satisfaction with results and contribution of partners. This Questionnaire was distributed in March 2010. The questionnaires for WP partners (WP1 and WP2) contained an evaluation on the satisfaction with the work and results. In addition, the questionnaires for WP leaders and partners contained a judgment of several factors contributing to achieving the objectives of the WP's using a 5-point Likert scale ranging from 1 (=very poor) to 5 (=excellent). The Questionnaires were distributed in December 2009 and March 2010 respectively. All questionnaires can be found in Appendix D.

The evaluation of WP1 is based on:

- Results on the Questionnaire for WP1 project leader
- Results on the Questionnaire for WP1 partners
- Final report of WP1 (Appendix C)

The evaluation of WP2 is based on:

- Results on the Questionnaire for WP2 project leader
- Results on the Questionnaire for WP2 partners

The evaluation of WP8 is based on:

- Evaluation of the project meetings (Luxembourg and Erlangen) based on the results of questionnaires which were sent to all associated partners of the project who attended the meetings:
  - Evaluation of first project meeting (Luxembourg): attendance, satisfaction with the meeting (organization, presentation and discussion) and expectations about the project (distributed February 2009)
  - Evaluation of second project meeting (Erlangen): attendance, satisfaction with the meeting (organization, presentation and discussion) and expectations about the project (distributed December 2009)
- Results on the Questionnaire for WP8 project leader

The evaluation of WP9 is based on:

- Results on the Questionnaire for WP9 project leader

In addition, the questionnaire for the evaluation of WP2 for partners contained some questions concerning the evaluation of the first year of the PASEO project.

## 2.2 Impact of the PASEO project

The impact of the PASEO project was measured mainly by data on the use of the website derived through the webmaster (HiO, Norway). Data provided information on:

- Number and background of the website visitors
- Which information was downloaded by visitors to the PASEO website
- Satisfaction with the information on the website by a special questionnaire distributed on the website in April 2010.

In addition, some questions from the questionnaire for the evaluation of WP2 for partners were analyzed. Also, a search engine ranking was carried out.



## 3 Results

### 3.1 Response to the questionnaires

Table 1 describes the response levels on the different questionnaires. For all questionnaires data collection was terminated if at least one representative from each associated partner had answered the questionnaire.

Table 1: Response levels of the different questionnaires

Questionnaire	Response
1. First project meeting (Luxembourg)	25
2. Second project meeting (Erlangen)	19
3. Work package 1 for partners	17
4. Work package 2 for partners	25
5. Leaders of WP1, WP2, WP8 and WP9	4
6. Visitors of the PASEO website	2

Next, results on evaluation of the meetings in Luxembourg and Erlangen are presented followed by an evaluation of WP1, WP2, WP8 and WP9 respectively.

For all work packages, the evaluation of the WP leader are given followed by the evaluation of the project partners, ending with the factors contributing to achieve the specific objectives of the work package according to both leader and partners. The evaluation of WP8 also includes an evaluation of the two project meetings.

### 3.2 WP1: Assessing existing capacities for physical activity among sedentary older people

#### 3.2.1 *Evaluation by WP1 project leader*

The objective of WP1 was achieved with no changes made to the original description of the contents. The WP project leader experienced no problems in carrying out the work. Nevertheless, the WP project leader was not able to start the WP on time because the first meeting was planned later and they had difficulties in finding a research assistant for the project.

Moreover, the project was not able to finish the deliverables of the work package in time because 50% of the countries did not deliver their reports in time. Countries involved in the WP needed about an extra month and two countries needed more than one month extra to finalize their reports. The final report on existing capacities (deliverable D1) was completed in May 2010 in stead of August 2009. Overall, this work package needed more work than anticipated.

#### 3.2.2 *Evaluation by partners*

At start of this WP, five partners did not know what exactly was expected from them and what work had to be done for WP1. They missed information on recording techniques and information on filling out the datasheet was not available on time.

#### *Carrying out the work*

Of all participants 18% were unable to find a research assistant in time. And only 31% did complete the national focus group meeting in time, 25% managed to organize a

national feedback workshop in time, and 40% did deliver the national report on the national workshop meeting in time. Main reasons for the delays were lack of personnel and difficulties in finding a date for the meeting (due to summer holidays).

Furthermore, 33% of the responding partners did encounter problems in carrying out the work due to a delay in receiving templates, time constraints and difficulties concerning interviewing (governmental) organizations (e.g. due to unwillingness). Of all responding partners, 60% encountered a delay starting or ending WP1.

Of all responding partners, 47% put more work in this work package than was planned and provided for (i.e. collecting, transcribing and analyzing the data). Nevertheless, 14 out of 15 partners were satisfied with the results in their own country. The partner not satisfied, expected more interest in the topic by national health and welfare organizations.

All partners were generally satisfied with the communication by the WP leader.

### 3.2.3 *Factors contributing to the achievement of the objectives*

The WP project leader scored the contribution of 8 factors and the partners scored the contribution of 6 factors to the achievement of the objectives of the WP on a 5-point Likert scale, ranging from 1 (=very poor) to 5 (=excellent). Figure 1 shows the scores of the WP leader and the mean scores of partners.

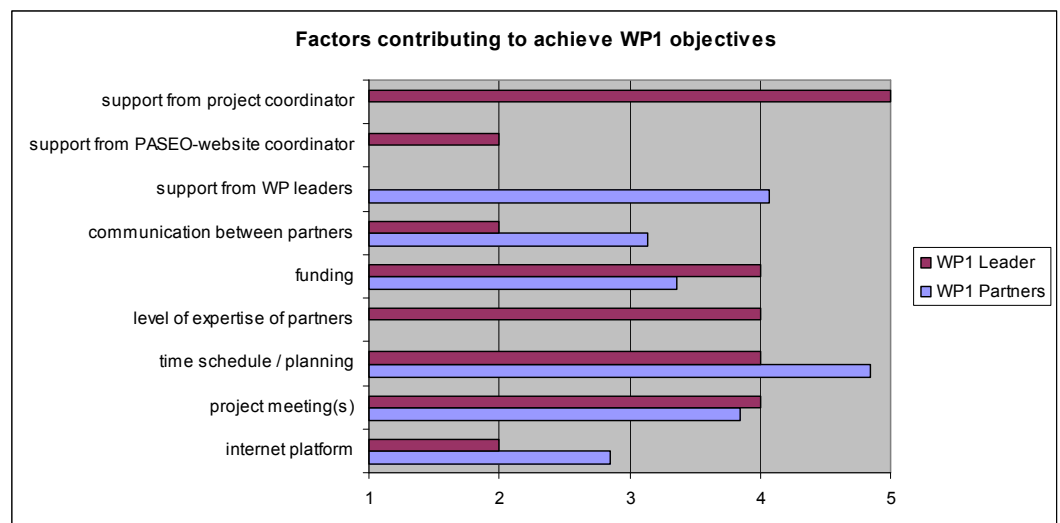


Figure 1: Level of contribution of several factors to achieving the objectives of WP1 according to the WP leader and partners (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

#### *Contribution of factors according to WP leader and partners*

Figure 1 shows the contribution of factors contributing to achieving the WP objectives according to the WP leader and partners. The project leader did think that the support from the PASEO coordinator website, communication between partners and the internet platform contribute poorly in achieving the objectives.

On average most factors did contribute at least adequately to achieving the objectives according to the partners. Contribution of the internet platform was scored somewhat less.

#### 3.2.4 *Evaluation of the final report*

The final report of WP1 showed that the WP partners managed to reveal the current offer, needs, barriers and opportunities regarding the activities for promotion of physical activity and health among sedentary older people. Furthermore, potential partners for the national alliances were identified successfully.

The main problem mentioned was getting in contact with the target group, sedentary older people. Setting up an alliance is generally seen as a way to accomplish this. In addition, several partners mentioned that an alliance of different organizations can contribute to a significant increase of shared knowledge and information between sectors and organizations. Mainly organizations from the health and welfare sector are seen as most suited partners for the alliance in order to reach sedentary older people.

It is also advised to involve national governments for extra funding of the activities of the alliance. Governments can also play an important role concerning national policy making.

Several countries do have a large offer of facilities and programs for the promotion of physical activity; however there is a lack of overview.

### 3.3 **WP2: Building national alliances to strengthen capacities for physical activity among sedentary older people**

#### 3.3.1 *Evaluation by WP2 leader*

The WP leader was satisfied with the contribution of each participating country and the objective of this work package has been achieved. However, there was some delay on the collection of the minutes of the meetings due to delays of some countries. The WP leader stated that the guiding document was not clear due to a lack of specifications on the main results to include in the reports. The integrated report on the collection of minutes of constituent meetings of national alliances (deliverable D2) is not completed yet. Completion was originally planned in February 2010.

#### 3.3.2 *Evaluation by partners*

All partners were satisfied with the communication by the WP leader. One partner was not satisfied with the support of the leader. This partner organization stated that there could be more coordination concerning the progress of WP2 implementation.

#### *Carrying out the work*

Four partners (16%) were not able to complete the minutes of the first meeting of the (new formed) alliance on time mostly due to a delayed meeting. More than 80% of the partners were able to complete the other work (i.e. identify and hold bilateral talks) in time.

Of all partners, 36% experienced problems in carrying out the work due to lack of interest by national organizations, organizations not willing to commit and difficulties in planning a meeting. As a consequence, 36% had problems with starting or ending the work to be done for this work package.

Of all partners 40% did put more work in this work package, mainly because conducting bilateral talks needed more time than foreseen. Nevertheless, 22 partners (88%) were satisfied with the results. Three partners who were not satisfied did not achieve the goals, were not satisfied with the number of organizations participating or were only satisfied on a regional level.

### 3.3.3 *Factors contributing to achieve the objectives*

The project leader scored whether 8 factors contributed to achieving the objectives of the WP and the partners scored it for 6 factors. A 5-point Likert scale was used, ranging from 1 (=very poor) to 5 (=excellent). Figure 2 shows the scores of the WP2 leader and the mean scores of partners.

#### *Contribution of factors according to WP leader*

The WP leader scored all factors to contribute good to excellent to the achievement of the objectives. The project meetings were rated highest.

#### *Contribution of factors according to partners*

The partners scored all factors to contribute between adequate to good to the achievement of the objectives. They scored the project meetings to contribute the most followed by the time schedule.

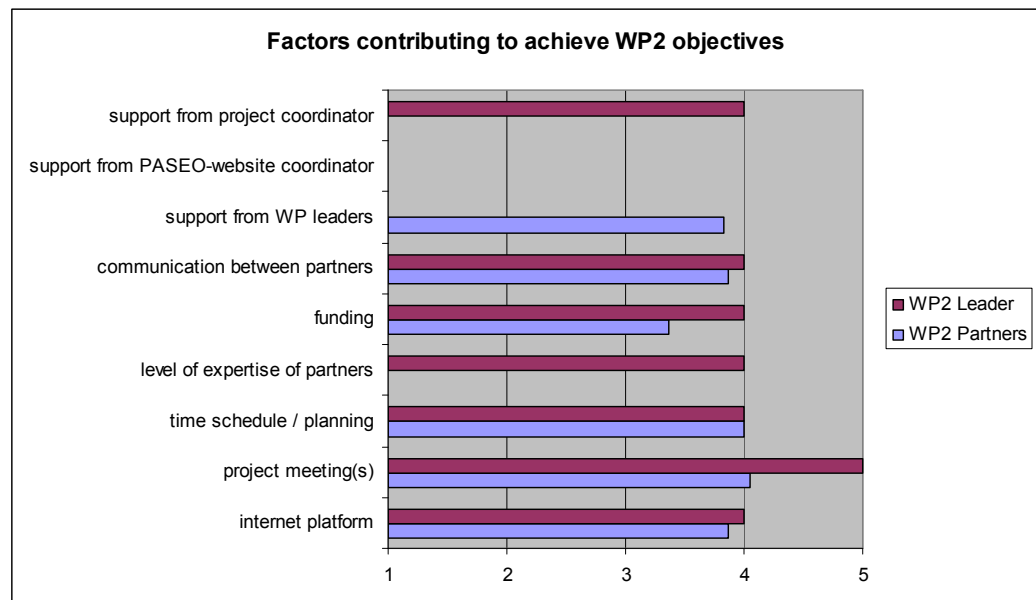


Figure 2: Level of contribution of several factors to achieving the objectives of WP2 according to the WP leader and partners (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

## 3.4 **WP8: Coordination of the project; and WP9: Dissemination of the project**

### 3.4.1 *Evaluation of Luxembourg meeting*

The meeting was evaluated by 25 representatives from all associated partners.

#### *Organization of the meeting*

The partners were generally satisfied with the organization of the meeting concerning the social program and the time schedule. Four partners were poorly satisfied with the accommodation (i.e. room too small, issues with light, too far from home). A comment was made about the lack of a hosting institution creating some discomforts and a general “bureaucratic” environment.

### Contents

Participants were generally satisfied with the contents of the meeting. No specific topics or discussions had been missed during the meeting.

All presentations were found to be adequate to excellent with one exception: the presentation of WP2 was evaluated as poor by one partner (Figure 3). All discussions of the work packages were evaluated as adequate to excellent.

All respondents indicated that after the meeting they knew what was expected from their country in the different work packages.

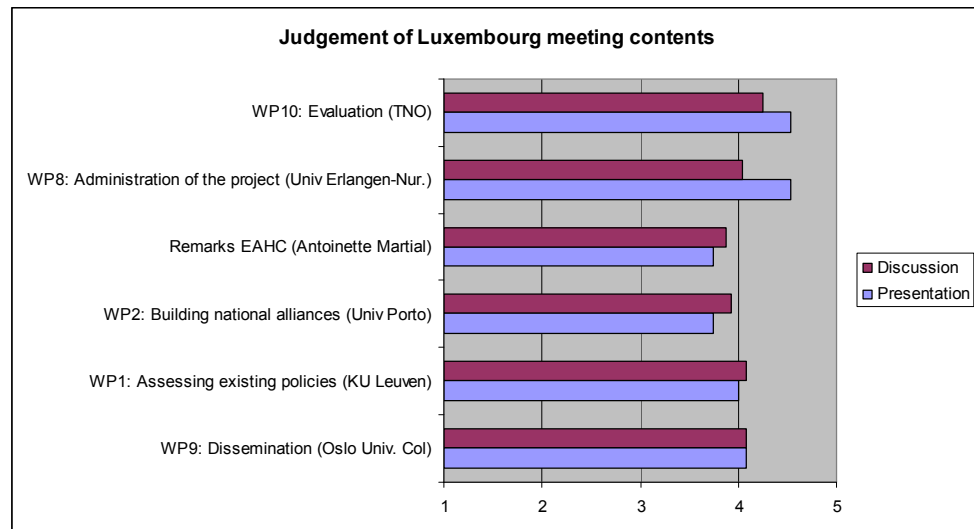


Figure 3: Judgement of Luxembourg meeting contents (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

### Carrying out the project and work packages

In total, 68% of participants expected the total project to be carried out as planned (e.g. in time, within the budget and reaching its objectives). Remaining respondents thought that there might be time and budget constraints.

Most partners thought that all separate work packages could be carried out as planned except for WP2 (i.e. time or budget constraints or no faith in achieving the objectives of the work package). Most obstacles were seen when carrying out WP2 in the partners' own countries.

#### 3.4.2 Evaluation of Erlangen meeting (December 2009)

The meeting was evaluated by 19 representatives from all associated partners.

### Organization of the meeting

Respondents were generally satisfied with the organization of the meeting. One participant complained about a long journey to Erlangen.

### Contents

All responding participants were satisfied with the contents of the program. There were no specific topics or discussions missed during this meeting. One comment was made on the information overload from the projects in other countries.

Overall, the participants were (at least adequately) satisfied with the contents of the presentations and the discussion on the work packages (Figure 4). One participant was poorly satisfied with the presentation of WP8. Most important comments were that the presentations were too vague and that it was not really clear what was expected from the countries in the upcoming WP's.

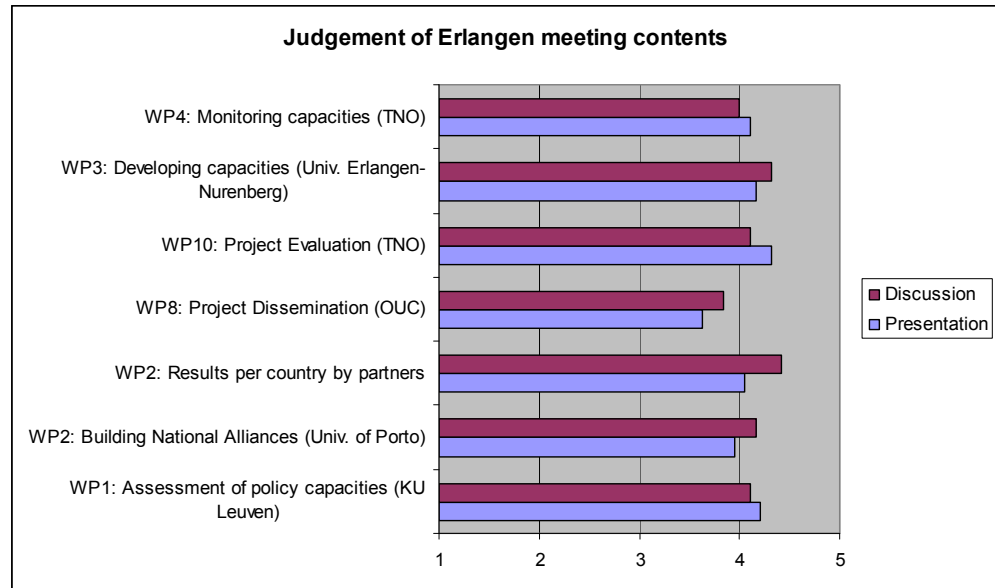


Figure 4: Judgement of Erlangen meeting contents (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

#### *Carrying out the project and work packages*

Responding participants indicated that it was clear for all of them what was to be expected after the meeting except for one participant.

Most participants thought that conducting the remaining work packages can be done as planned. Three participants thought that WP4 will not be carried out as planned due to a lack of time. Over 80% do not expect any problems in carrying out the work packages in their own countries.

#### *3.4.3 Evaluation of WP8 by WP leader*

The project leader stated that no problems were encountered concerning achieving the objectives of this work package and carrying out the work (with no changes made concerning the original description of the contents of this work package). The amount of work put into the work so far was as anticipated. The WP leader was satisfied with the contribution of all participating countries. The interim and final progress reports (deliverables D5) are yet to be written. Deadlines are May 2010 and August 2010, respectively.

#### *3.4.4 Evaluation of WP9 by WP leader*

The project leader stated that no changes were made concerning the original description of the contents of this work package, and the objective of the work package was achieved without problems in carrying out the work. The amount of work put into the work so far was as anticipated.

The WP leader thought the contribution of all the participating countries was adequate. Besides the website, the WP leader developed templates for translated PASEO flyers in

the different languages. This person was neutrally ally satisfied with reaching the intended target groups of the project.

The internet platform (deliverable D6) was delivered in time, March 2009. The policy maker workshop and summative policy maker report (deliverables D7 and D8) were planned in June 2011.

#### *Evaluation by WP2 leader*

According to the WP2 leader, the support from the PASEO coordinator website is judged to contribute poorly in achieving the WP objectives.

#### *Deliverable D6: internet platform*

The internet platform contributed poorly in achieving the objectives according to both WP2 leader and partners.

#### 3.4.5 *Factors contributing to achieve the objectives*

Figure 5 shows the judgments of both WP8 and WP9 leaders about several factors contributing to achieve WP8 and WP9 objectives. WP8 project leader scored all factors as adequate. WP9 project leader scored all factors good, with exception of the project meetings, which was scored excellent in achieving the objectives of the work package.

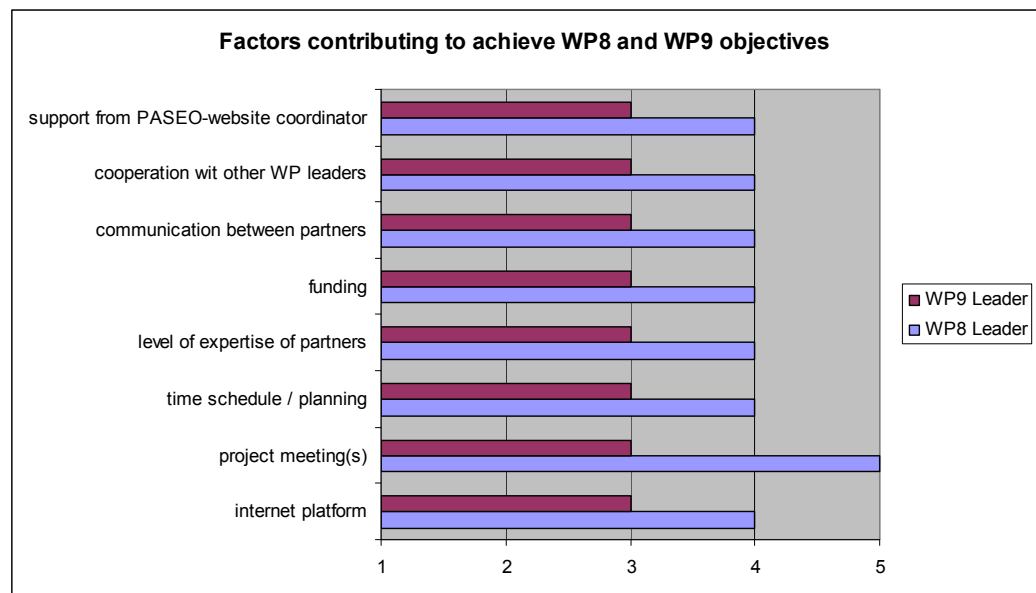


Figure 5: Level of contribution of several factors to achieving the objectives of WP8 and WP9 according to the WP leaders (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

### 3.5 Evaluation of the first year

Looking back on the first year, the deliverables (i.e. WP1 European report and WP2 European report), the Figures 6 and 7 show the judgements of partners. As can be seen, 73% of all partners judge the WP1 European as good/very good compared to 52% of the partners judging the WP2 European report as being good/very good. However, not all partners did read the WP2 European report.

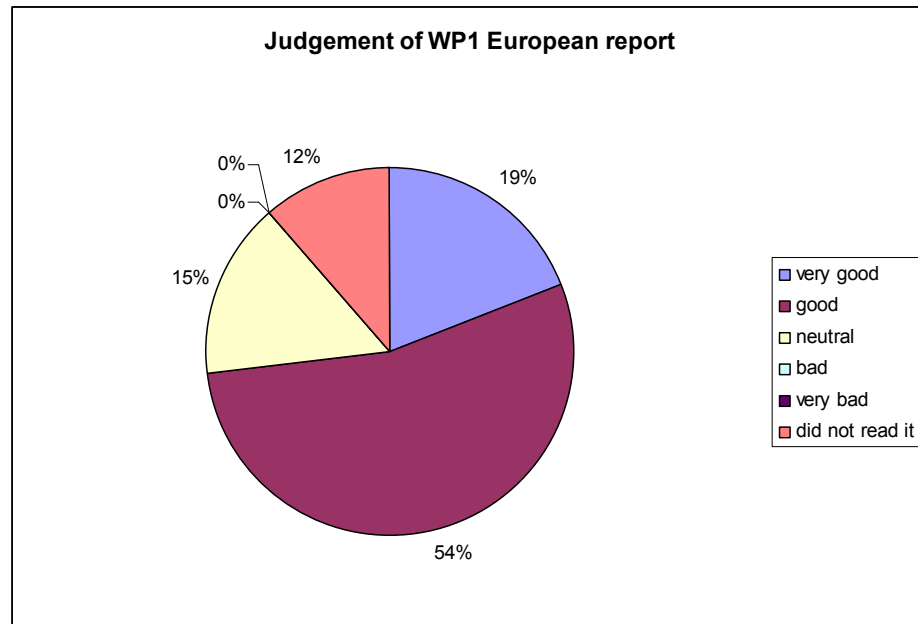


Figure 6: Judgement of the WP1 European report by partners

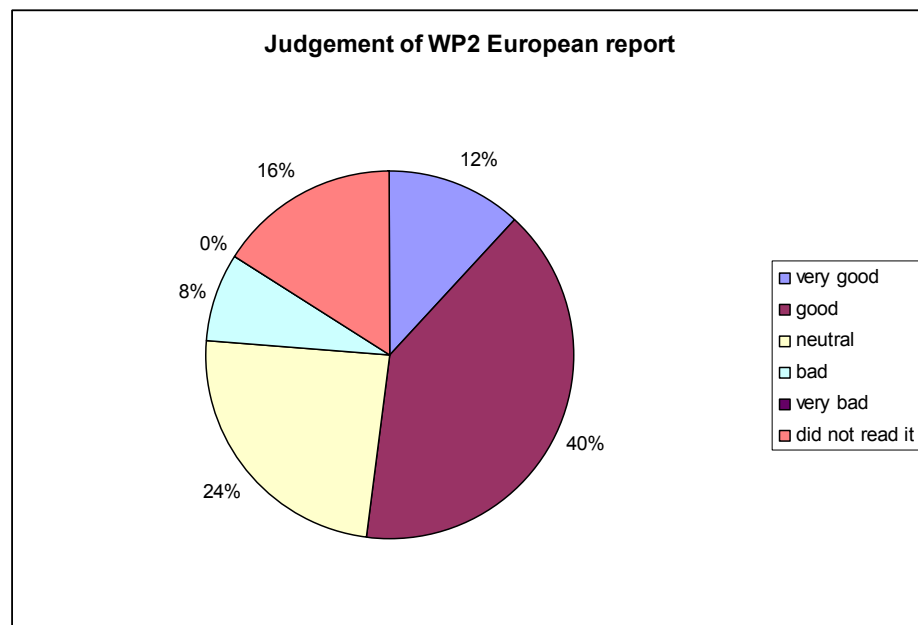


Figure 7: Judgement of WP2 European report by partners



All partners are satisfied with the work in the different work packages, except for two partners not being satisfied with the work of WP9.

Figure 8 shows factors contributing to achieving the objectives of the first year of the PASEO project. As can be seen, all factors are judged to contribute at least in an adequate way to achieve the objectives. The support from the website coordinator, funding and internet platform contributed the least.

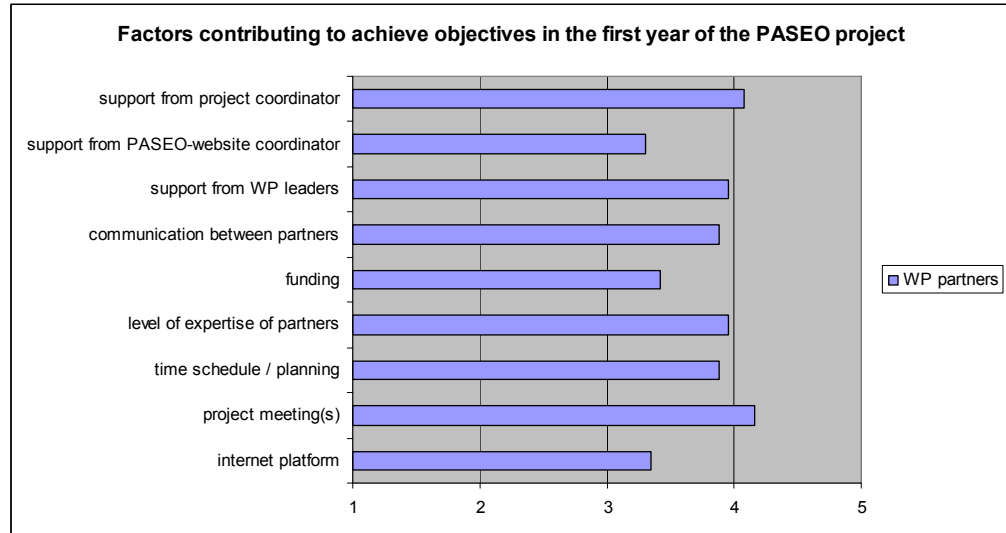


Figure 8: Level of contribution of several factors to achieving the objectives of the first year of the PASEO project according to the WP partners (five point scale 1=very poor, 2=poor, 3=adequate, 4=good, 5=excellent).

### 3.6 Impact of the PASEO project

#### 3.6.1 The PASEO website

##### *Evaluation by WP partners*

The WP partners visited the PASEO website on average 2-5 times (Table 2). They rated the website with a 6.5 on a 10 point scale (1=worst quality, 10=highest quality). As can be seen in Figure 9, no items are judged to be good or excellent. The readability is judged as poor.

Table 2: The amount of visits to the PASEO website by the partners.

Number of visits	Number and percentage of partners
1 time	2 (7.7%)
2-5 times	10 (38.5%)
6-10 times	5 (19.2%)
10-20 times	4 (15.4%)
> 20 times	5 (19.2%)
<b>Total</b>	<b>26 (100%)</b>

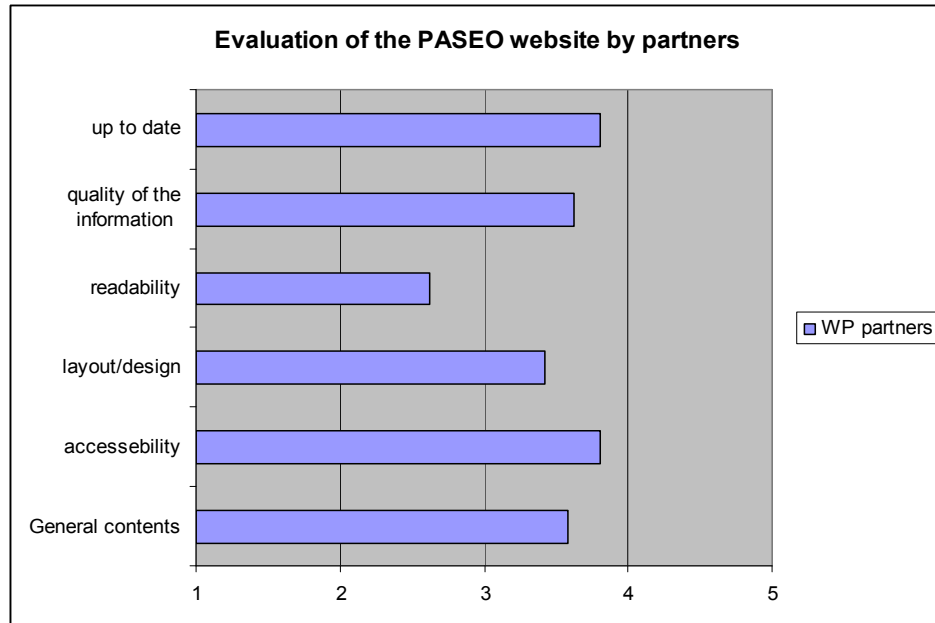


Figure 9: Evaluation of the PASEO website by WP partners (five point scale 1=very bad, 2=bad, 3=average, 4=good, 5=excellent).

*Number of website visitors*

Figure 10 shows monthly the number of visitors to the PASEO website from January 2009 until March 2010. It shows a peak number of visitors in October 2009 and a quite stable number of visitors from this point on. The number of new visitors has been stable since August 2009.

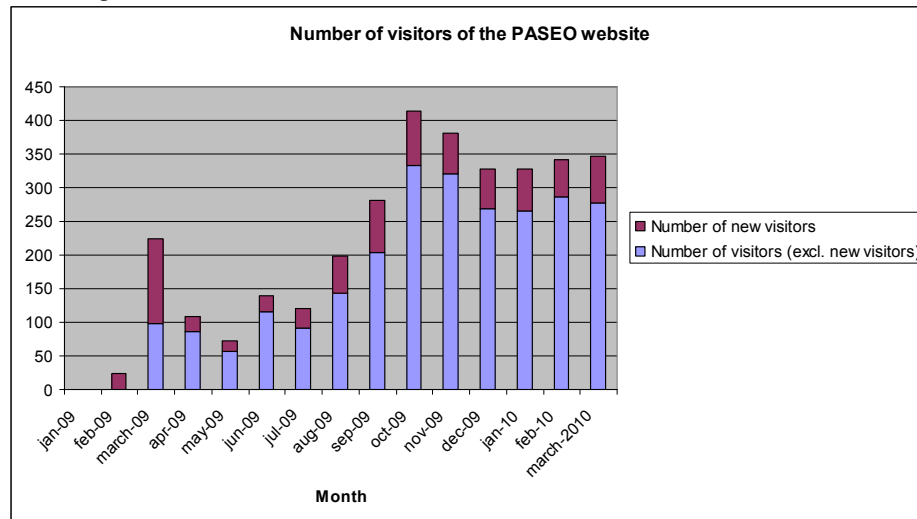


Figure 10: Number of visitors of the PASEO website

Figure 11 shows the number of sites and hits on the website. The number of sites is the number of times the PASEO website is visited. The number of hits is the number of times a site is opened (including hits when a visitor is surfing around the website). Both number of sites and number of hits show the same trends over time. Peaks are seen in March 2009 (5,467 hits), in September (17,593 sites, 116,104 hits) and October 2009 (4,788 sites, 28,088 hits). The peak in March 2009 is probably related to the peak in number of new visitors to the website (as shown in Figure 8). In September and October an increase in number of visitors is seen too (Figure 8). From November 2009, the number of sites and hits have been stable.

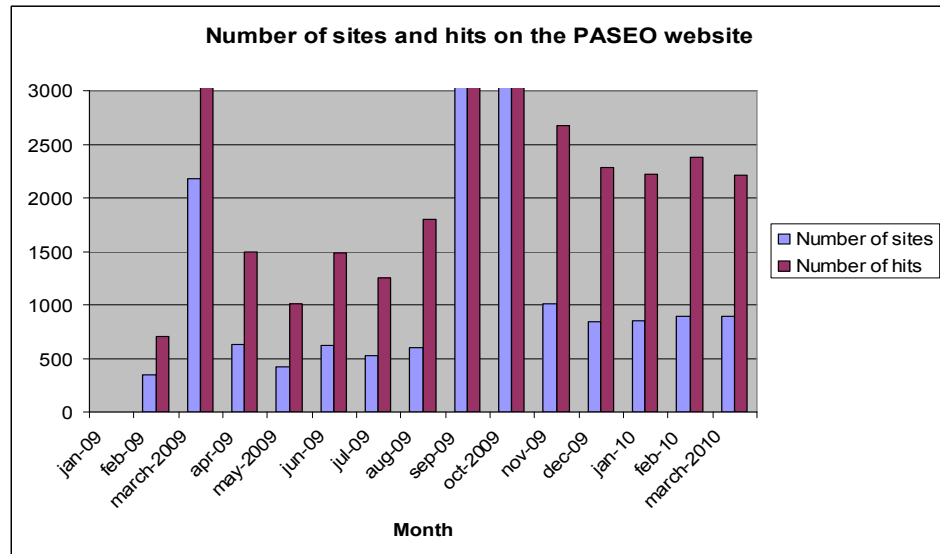


Figure 11: The number of sites and hits on the PASEO website from January 2009 until March 2010.

### *Background of website visitors*

Figure 12 shows the number of sites and hits per participating country in the PASEO project (in 2009 only). Norway showed the most sites (22,862) and hits (145,808). This is probably due to the fact that they are the webmaster. Secondly, Austria is visiting the website often with more than 400 visitors. As can be seen, the number of hits is related to the number of sites with Norway showing the most hits followed by Austria, France and The Netherlands (>800 hits).

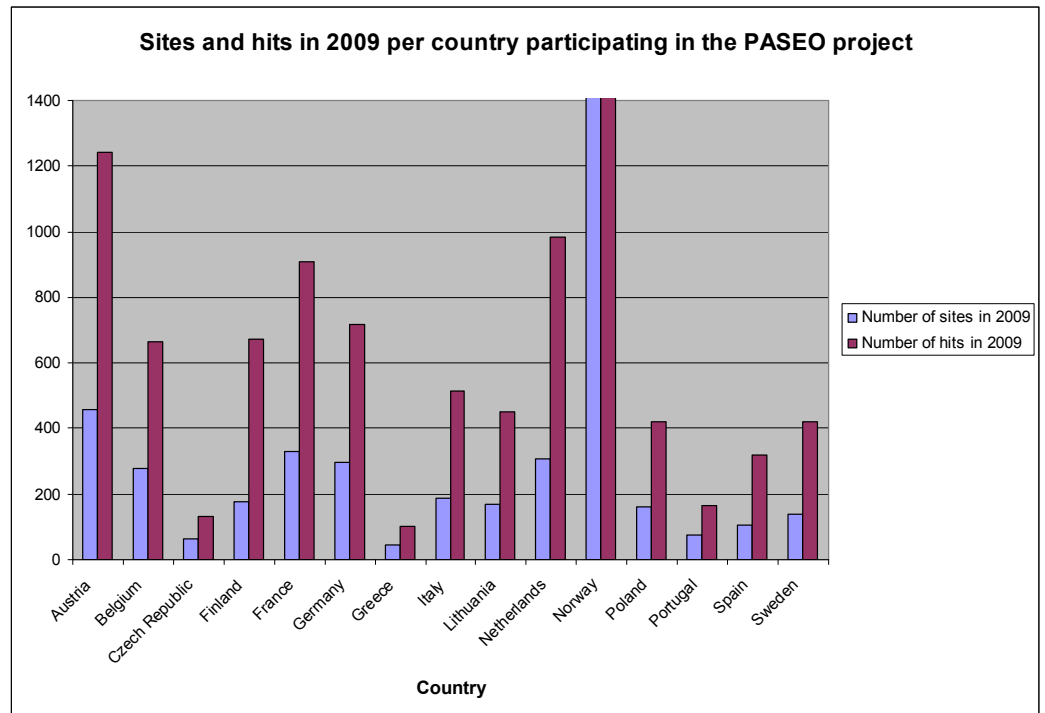


Figure 12: Number of sites and hits per participating country in 2009

The PASEO website attracts mainly visitors from the private sector (Table 3). Also the website is visited by many other countries not participating in the project. Most visitors (other than PASEO partners) came from the United Kingdom.

Table 3: Number of sites and hits per sector and country other than PASEO partners

	Number of sites		Number of hits	
	2009	2010	2009	2010
<b>Sector</b>				
Private	605	280	941	416
Non-profit	9	1	36	1
<i>Total</i>	<i>614</i>	<i>281</i>	<i>977</i>	<i>417</i>
<b>Country</b>				
United Kingdom	78	10	171	51
Australia	15	8	35	20
Macedonia	14	11	77	30
Canada	14	42	28	78
Japan	12	1	28	7
Brazil	11	2	11	2
Latvia	9	-	35	-
Ireland	8	5	8	5
Slovakian Rep.	8	5	16	17
Denmark	7	2	16	8
Romania	5	1	5	1
Indonesia	4	-	15	-
Mexico	3	-	3	-
India	3	1	1	1
Other	21	46	28	91
<i>Total</i>	<i>212</i>	<i>134</i>	<i>445</i>	<i>311</i>

*Downloads*

Of all documents presented on the website, the flyers of the participating nations are downloaded the most (624 times) in 2009. These flyers have been downloaded 448 times in total in 2010 so far (until April). Table 4 shows the top 10 most downloaded files from the PASEO website in 2009 and in 2010 (until April). The general PASEO flyer is downloaded 52 times in 2009 and 16 times in 2010. In 2009, the flyers from Poland, Lithuania and France were downloaded most.

Table 4: Top 10 downloaded files from the PASEO website in 2009 and 2010 (until April)

Rank	Downloaded file	Number of downloaded files	
		2009	2010
1	PASEO flyer (Poland)	95	73
2	PASEO flyer (Lithuania)	89	80
3	PASEO flyer (France)	85	70
4	PASEO flyer (Portugal)	52	25
	General PASEO flyer	52	16
5	PASEO flyer (Italy)	34	41
6	PASEO flyer (Spain)	31	27
7	PASEO flyer (Netherlands)	28	17
8	PASEO flyer (Norway)	25	20
9	PASEO flyer (Sweden)	24	23
	PASEO flyer (Czech Rep.)	24	9
10	PASEO flyer (Germany)	22	25

*Evaluation of the website*

Due to a delayed placement of the questionnaire on the website (by the website coordinator), only two visitors (from the Netherlands and Denmark) filled out the questionnaire on evaluating the PASEO website. Because of this poor number, no further results are presented here.

*3.6.2 Search engine ranking*

The search engine ranking was evaluated by entering the term 'PASEO project' in Google. Results showed that the project ranked in fourth place, which makes it easy to find. When more general terms such as 'health promotion sedentary older people' or 'physical activity sedentary older people' are entered in Google, the PASEO projects ranks second.

## 4 Conclusions and recommendations

This report shows interim results of the evaluation of the PASEO project. It can be concluded that WP1 and WP2 have been carried out successfully and the specific objectives were achieved. However, both WP1 and WP2 suffered from problems in meeting preset deadlines. Several reasons are mentioned, some of which can be improved or prevented. Delays occur when WP project leaders or partners were dependent on efforts or work of others. For example, late circulation of guidelines on how to carry out the work causes delays in the work and leads to time pressure further on the line. It is suggested to keep stricter to the timeline by WP leaders and partners. Delayed start of the work (holiday seasons, personnel or budget problems) can be prevented by better preparation and planning.

Despite some problems in WP1 and WP2, there is a general satisfaction with the work done in both work packages by the WP leaders as well as the partners. Also, no problems were faced in carrying out the work of WP8 and WP9 according to the WP leaders. The project meetings, organized by WP8 leader were judged to have a good contribution to achieve WP objectives and there was a general satisfaction with the overall organization. Overall, the funding, support from website coordinator and the internet platform are judged to contribute the least to achieve the objectives. In future, the use of the internet platform should be improved. Also, the lack of funding could be improved by the participating partners searching for foundations in their own country.

The impact of the project is evaluated so far mainly by using information concerning the PASEO website. Every month new visitors visited the website. Also, there was interest from other countries other than the PASEO partners (mainly United Kingdom). Most interest was shown in downloading flyers of the different partners.

The WP partners do not visit the website much and the rating of the website could be improved. Also, the support from website coordinator and the internet platform are judged to contribute the least to achieve the objectives. The impact of the PASEO project will not increase if no changes are made in their work. In order to secure and improve the dissemination the following recommendations are made:

1. Make use of other (proactive) ways to disseminate the PASEO project, i.e. sending out flyers, give presentations, provide links on other websites, and distribute a newsletter to national and international contacts on a regular basis. The WP9 leader should provide a protocol (i.e. communication plan) and formats for project partners for this purpose.
2. Put extra effort into the distribution of the key deliverables of the project (i.e. reports, fact sheets) nationally and internationally.
3. Stimulate partners to provide more (up to date) information for the website, also for specific use in their own country.
4. Develop a concrete, proactive dissemination plan on how to disseminate the results of WP1-WP3 which also specifies more clearly the intended target group and how to reach them.
5. Improve the readability and lay-out/design of the website

Although a questionnaire on the evaluation of the website has been made available, more responses are needed in order to get a solid evaluation of the website.

WP2 was successfully finished in time, which allowed the work on WP3 to start as planned. Most participants have faith in the time schedule and think that the remaining work packages (WP3 and WP4) can start in time. There are some concerns about a lack of time when carrying out WP4.

The final evaluation report will describe a more thorough evaluation of the deliverables. By then all work packages and deliverables are planned to be finished and made available. The interim report shows that overall the PASEO project is conducted as planned, with some slight delays, but which are not hampering the project progress.



## A PASEO Evaluation Plan (WP10)

### 1. Goal & deliverables according to the description in the agreement

The objective of this work package is to evaluate the work of the PASEO project, the quality of its deliverables, and its effectiveness in reaching its goal of building capacities for the promotion of physical activity among sedentary older people in Europe.

Deliverables are an interim and final evaluation report, due in month 17 (May 2010) and month 32 (August 2011).

### 2. Main indicators

Project evaluation will be based on three main indicators:

#### A. Processes including

- project management by the project coordinator
- work routines used in the work packages (e.g. interviews, focus groups, meetings of the cooperative planning phase)
- project meetings
- final policymaker workshop in Brussels

#### B. Output including

- Project deliverables
  - D1 Report on existing capacities
  - D2 Collection of minutes of constituent meetings of national alliances
  - D3 Report on catalogues of actions of the national alliances
  - D4 Final report on the development of capacities
  - D5 Interim and final progress reports by the project coordinator
  - D6 Internet platform
  - D7 Policy-maker workshop
  - D8 Summative policy-makers report

#### C. Outcome including

- Impact of deliverables on
  - o experts
  - o policy-makers
  - o scientific community
- PASEO's overall contribution to building capacities for the promotion of physical activity among sedentary older people

### 3. Methods

The following methods will be used to evaluate the project:

- document analysis of
  - o monthly progress reports by the coordinator
  - o annual progress report by the coordinator
  - o deliverables
- written questionnaires sent to attendees of project meetings
- written questionnaires sent to attendees of the policy-maker workshop
- reviews of the website (including number of hits and search engine relevance)
- external interviews with experts to assess the impact of PASEO recommendations and amendments to the deliverables and website to project coordinator and the respective work package leaders

## B Planning for evaluation activities

M	Date	WP									Indicator	Method	Topics	Contents
		1	2	3	4	8	9							
1	January 2009										Process/project meetings	Web based questionnaire partners	1 <sup>st</sup> project meeting	Presence, satisfaction
2	February 2009										Process/work routines	Web based questionnaire partners	Project	Expectations
3	March 2009													
4	April 2009									D	Output/website	Review*	Website	Number of visitors, downloads
5	May 2009													
6	June 2009		D											
7	July 2009		1											
8	August 2009													
9	September 2009													
10	October 2009										Process/work routines	Web based questionnaire partners	WP1	Delivered work, meeting objectives, problems, satisfaction
											Process/work routines	Web based questionnaire leader	WP1	Meeting objectives, delivered work, satisfaction with contribution of partners and result
											Output/reports	Document analysis	report WP1	Meeting of objectives and agreement
11	November 2009													
12	December 2009		D								Processes/project meetings	Web based questionnaire partners	2 <sup>nd</sup> project meeting	Presence, satisfaction
			2								<b>Presentation results at project meeting</b>			

13	January 2010				Process/work routines	Web based questionnaire partners	WP2	Delivered work, meeting objectives, problems, satisfaction
					Process/work routines	Web based questionnaire WP2 leader	WP2	Meeting objectives, delivered work, satisfaction with contribution of partners and result
14	February 2010				Output/reports	Document analysis	Collection minutes WP2	Meeting of objectives and agreement
15	March 2010							
16	April 2010				Process/project management	Document analysis	monthly status reports	Meeting of objectives, problems
					Process/project management	Document analysis	Annual report	Meeting of objectives, problems
					Process/project management	Web based questionnaire WP8 leader	Project	Meeting objectives, delivered work, satisfaction with contribution of partners and result
					Process/project management	Web based questionnaire WP9 leader	Website	Meeting objectives, delivered work, satisfaction with contribution of partners and result
					Process/work routines	Web based questionnaires partners	Project	Results, experiences, problems, satisfaction
					Output/website	Web based questionnaire partners and visitors	Website and forum	Satisfaction, background visitors
					<b>Deliverable: Interim Evaluation Report</b>			
17	May 2010							
18	June 2010							
19	July 2010							
20	August 2010							

21	September 2010					Process/work routines	Web based questionnaire partners	WP3	Delivered work, meeting objectives, problems, satisfaction
						Process/work routines	Web based questionnaire WP3 leader	WP3	Meeting objectives, delivered work, satisfaction with contribution of partners and result
						Output/reports	Document analysis	Report WP3	Meeting of objectives and agreement
22	October 2010								
23	November 2010								
24	December 2010								
25	January 2011								
26	February 2011								
27	March 2011								
28	April 2011								
29	May 2011								
30	June 2011					Process/satellite meeting	Web based questionnaire visitors + review	Satellite meeting	Number of visitors, satisfaction
						Process/work routines	Web based questionnaire partners	WP4	Delivered work, meeting objectives, problems, satisfaction
						Process/work routines	Web based questionnaire WP3 leader	WP4	Meeting objectives, delivered work, satisfaction with contribution of partners and result
						Output/reports	Document analysis	Report WP4	Meeting of objectives and agreement

31	July 2011					Outcome/experts	Web based questionnaire or interview	Impact	Outcome/experts
						Outcome/policy makers	Web based questionnaire or interview	Impact	Outcome/policy makers
						Outcome/scientific	Web based questionnaire or interview	Impact	Outcome/scientific
32	August 2011					Process/project management	Document analysis	monthly status reports	Meeting of objectives, problems
						Process/project management	Document analysis	Annual report	Meeting of objectives, problems
						Process/project management	Web based questionnaire WP8 leader	Project	Meeting objectives, delivered work, satisfaction with contribution of partners and result
						Process/project management	Web based questionnaire WP9 leader	Website	Meeting objectives, delivered work, satisfaction with contribution of partners and result
						Process/work routines	Web based questionnaires partners	Project	Results, experiences, problems, satisfaction
						Output/website	Web based questionnaire partners and visitors	Website and forum	Satisfaction, background visitors
						<b>Deliverable D8: Final evaluation report</b>			

## C Final report of WP1

The final report of WP1 is in a separate pdf file